

Message Text

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17

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 150303Z APR 75

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9397

UNCLAS TOKYO 4883

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FY 76 PROMOTION EVENT SCHEDULE

REF: USDOC 05674

1. POST HAS BEEN CARRYING FY 76 PROMOTIONAL EVENT SCHEDULE
ESSENTIALLY AS RECITED REFTEL. NOTE FOLLOWING COMMENTS:

A. PLS REPLY TOKYO 3067 RE TC SUGGESTED "RE-ADJUSTMENT"
DATES OCTOBER MEDICAL SHOW.

B. PLS CLARIFY: USDOC 3958 DENIED TC PREFERRED DATES
OF NOV 10 - 14, STATED OCT 27 - 31 NECESSARY BECAUSE OF
STOCKHOLM CONFLICT (MICROWAVE INSTRUMENTS SHOW).

C. DATES OF "SPECIALIZED EVENT" (DO-IT-YOURSELF, HOBBY,
AND HANDICRAFTS) ARE FEBRUARY 2 - 6, NOT JANUARY. SEE
STROONG/WALKER LTR 28 FEB 75.

D. REQUEST REPLY STRONG"WELCH LTR 18 FEB 75
SUGGESTING REPLACEMENT JUNE 7 - 11 NUCLEAR INSTRUMENTS
SHOW WITH POLLUTION EVENT TO COINCIDE WEE 76.

2. IN ADDITION TO TAKASHIMAYA IN-STORE WHICH REFTEL
INDICATES WILL HAVE SAD ASSISTANCE FROM OIM, BUT NO
FUNDING, IN SPRING 76, EMBASSY SUPPORTING AUG 75 KEIO
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AMERICAN DO-IT-YOURSELF HOME IMPROVEMENT FAIR AND

OCT 75 MATSUYA AMERICAN PIONEER FAIR. OTHER STORES
THAT HAVE EXPRESSED INTEREST IN SPECIAL BICENTENNIAL
(FY 76) YEAR PROMOTIONS AMERICAN PRODUCTS ARE ODAKYU,
SEIBU, TOBU, MITSUKOSHI, AND MATSUZAKAYA.

3. RE MENTION REFTEL PARA FOUR OF EXTENSION FY 76,
REQUEST COMMENT ON PROPOSED FY 77 SCHEDULE, FIRST QUARTER
OF WHICH NOW LAST QUARTER FY 76. SUGGESTED TC SHOWS
JULY BICENTENNIAL AMERICANA, SEPT NUCLEAR INSTRUMENTS/
ACCESSORIES (ASSUMES ACCEPTABILITY PROPOSAL REFERRED
PARA 1.D. ABOVE) AND TOKYO PACK 76.
HODGSON

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